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Broadcasting Nov 10

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Election '86

Vol. 111 No. 19

Broadcasting Nov 10

What the Democratic Senate victory means
"Closeup" of FCC's Jim McKinney
WOR-TV New York comes up with 'Cosby'

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions: U.S. and possessions, one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $90. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37 yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

remote control device.

The passive innovation of the Voxbox, its heat sensor, is the next step in the process. It monitors not only zapping, as a normal people meter system does, but as the presence of people before a screen. Instead of asking people to continue to key into the system at programed intervals, the voxbox uses the heat sensor to monitor who is entering or leaving the room.

Percy explained that the system will rely on a set body temperature to moniter who is in the room. The system will, he explained, acquire some of its reliablity through recognition of "the Archie Bunker Syndrome," the habit of television viewers to return to the same spot in a room each time they watch. The possibility of the system inadvertently picking up the body temperature of, say a large dog in the room, was not explained.

The information compiled by the combination of the active and passive systems at work in the Voxbox will be relayed to a General Electic mainframe computer at the end of the day through existing telephone lines when neither the set nor the phone line is in use.

Percy said the real challenge in developing the new system was finding a way to get

Game seven, 'Cosby' lift NBC to victory

Something beat *Cosby* in week six of the prime time ratings season, but fortunately for NBC, it was the network's own coverage of the seventh game of the World Series between the New York Mets and the Boston Red Sox. The series finale racked up a 38.9/55 while *Cosby* finished second for the week with a 34.9/52.

All told, NBC took week six with a 19.4/31 while CBS scored a 15.8/25 and ABC a 12.6/20. In the same week last year, the finishing order was NBC 17.5/27; CBS, 16.8/26; ABC, 15.3/24.

The final World Series game, *Cosby* and *Family Ties* ranked first, second and third for week six, as NBC took seven of the top 10 shows. CBS's *Murder, She Wrote* was fourth, while *60 Minutes* ranked sixth. ABC's *Moonlighting* came in ninth, above the World Series pregame show, with a 23.9/37, and just slightly above the comedy's year-to-date average of 23.7/36. Four of the other shows ranked in the week's top 10 did better than their season averages: *Murder, She Wrote, Cheers, 60 Minutes* and *Night Court*. *Family Ties* dropped below its share average of 50, but kept its ratings score higher than the 32.9 average for season-to-date. *Golden Girls* fell below its average of 25.6/44.

In evening news, CBS tied NBC with a 12.0/22. ABC's *World News Tonight* came in with a 10.9/20. A year ago it was CBS, 13.4/23; NBC, 12.4/22; ABC, 11.5/20.

The HUT level (homes using television) was down standing at 62.6%, compared with week five's 63.7%. Week six's HUT level was also down compared to last year's 64.1%.

ABC's *Monday Night Football* (Redskins vs. Giants) couldn't deliver anything close to its 17.2/29 season average when it ran against the World Series, but CBS's Monday night programing lineup performed above average, or close to it. *Cagney & Lacey* showed a drop-off from its 16.3/26 average to 15.9/24, but the show had to compete with the late innings of the series game. The night went NBC, which took the evening with a 37.3/52.8. CBS's Monday night was a 17.4/25.0. ABC's was an 8.7/12.1.

CBS's Tuesday Movie took its usual share of the audience, 24, but the rating was down 0.9 from its season average of 15.3/24. The movie, *Manhunt for Claude Dallas*, along with *The Wizard*'s 10.9/17 put CBS ahead of NBC's *Matlock, Crime Story* and *1986* (12.7/20.6). But ABC's lineup, *Who's the Boss, Growing Pains, Moonlighting* and *Jack and Mike* gave the network the evening with a 20.6/32.9.

ABC also took Wednesday with a 15.6/25.8. NBC took the 8 to 9 p.m. block with *Highway to Heaven* (16.8/27), which beat CBS's *Better Days* (8.5/14) and *Together We Stand* (9.2/15). ABC's *Perfect Strangers* and *Head of the Class* scored a 14.7/24 and 15.9/25, respectively. But ABC took the next two hours with *Dynasty* (17.0/27) and *Hotel* (14.5/26). The evening's 10 to 11 p.m. slot almost slipped away from ABC as CBS's *Equalizer* was just shy of tying *Hotel*'s numbers with its own 14.4/26. The final average for the night was 15.6/25.8 for ABC, 14.8/24.3 for NBC and 13.2/21.8 for CBS.

NBC took Thursday from 8 to 10 p.m., as *Hill Street Blues* (16.3/28), which runs in the 10 to 11 p.m. slot, lost to ABC's *20/20*, which scored a 17.9/31. *Kay O'Brien, Surgeon*, CBS's offering in the same time period, scored an 11.5/20. NBC won Thursday with a 25.6/40. CBS came in next with a 13.3/20.7, with ABC posting an 11.3/17.7.

Friday went to CBS, which won the evening with its lineup of *Scarecrow and Mrs. King, Dallas* and *Falcon Crest*. The last tied NBC's *L.A. Law*, scoring a 15.6/28 and ranking 32d. The numbers for *Falcon Crest* are 0.9 of a ratings point below par and 1 share lower than average (16.5/29). The night went to CBS with a 16.8/28.8. NBC closed out with a 14.7/25.3, while ABC came in with a 9.8/16.6.

Saturday was a clear NBC win, when the network racked up an 18/31.8. CBS scored only an 11.8/21, and ABC only a 7.5/13.3. NBC won every time period in the evening with its lineup of *Facts of Life, 227, Golden Girls, Amen* and *Hunter*.

In the battle of Sunday movies, CBS came out on top with an 18.2/29 for *Something in Common*. This ran better than ABC's "Never Say Never Again," a James Bond adventure, which scored a 15.3/23. Part one of Sidney Sheldon's *Rage of Angels: The Story Continues*, shown on NBC, took a 15.9/25.

To qualify the above statistics: The ABC movie ran at 8-10.49 p.m., while CBS's movie ran at 9-10:55 p.m. (Both were followed by political messages.) *Rage of Angels* began at 9:30 and ran until 11:05 p.m. For the entire evening, CBS's average was a 22.4/34.6, against NBC's 14.7/22.5 and ABC's 14.3/21.7.

Rank	Show	Network	Rating/Share
1.	World Series, Game 7	NBC	38.9/55
2.	Cosby Show	NBC	34.9/52
3.	Family Ties	NBC	33.2/49
4.	Murder, She Wrote	CBS	27.7/40
5.	Cheers	NBC	27.2/41
6.	60 Minutes	CBS	26.0/40
7.	Night Court	NBC	25.6/39
8.	Golden Girls	NBC	25.0/43
9.	Moonlighting	ABC	23.9/37
10.	World Series, pregame 7	NBC	23.7/37
11.	Growing Pains	ABC	22.5/34
12.	Who's the Boss	ABC	22.0/34
13.	Dallas	CBS	20.5/33
14.	Newhart	CBS	20.0/28
15.	Amen	NBC	19.6/34
16.	Designing Women	ABC	18.3/26
17.	CBS Sunday Night Movie	CBS	18.2/29
18.	Kate & Allie	CBS	18.0/26
18.	227	NBC	18.0/31
20.	20/20	ABC	17.9/31
21.	Matlock	NBC	17.6/27
22.	Dynasty	ABC	17.0/27
23.	Highway to Heaven	NBC	16.8/27
24.	Miami Vice	NBC	16.4/27
25.	Hill Street Blues	NBC	16.3/28
26.	Magnum P.I.	CBS	16.2/25
27.	My Sister Sam	CBS	16.0/22
28.	Head of the Class	ABC	15.9/25
28.	Cagney & Lacey	CBS	15.9/24
28.	NBC Sunday Night Movie	NBC	15.9/25
31.	Facts of Life	NBC	15.8/28
32.	Falcon Crest	CBS	15.6/28
32.	L.A. Law	NBC	15.6/28
34.	Jack & Mike	ABC	15.5/27
35.	Knots Landing	CBS	15.4/23
36.	ABC Sunday Night Movie	ABC	15.3/23
37.	Perfect Strangers	ABC	14.7/24
37.	Hunter	NBC	14.7/27
39.	Hotel	ABC	14.5/26
39.	Valerie	NBC	14.5/21
39.	Gimme a Break	NBC	14.5/23
42.	CBS Tuesday Movie	CBS	14.4/24
42.	Equalizer	CBS	14.4/26
44.	Scarecrow & Mrs. King	CBS	14.3/25
45.	St. Elsewhere	NBC	13.6/24
46.	Our House	NBC	13.3/20
47.	You Again?	NBC	13.2/21
48.	Simon & Simon	CBS	13.1/19
48.	Easy Street	NBC	13.1/19
50.	Reagan, Paid Political	CBS	12.3/23
51.	A Team	NBC	12.2/21
52.	Mr. Belvedere	ABC	11.9/20
53.	Disney Sunday Movie	ABC	11.8/18
53.	Webster	ABC	11.8/21
53.	CBS Saturday Movie	CBS	11.8/21
53.	Downtown	CBS	11.8/21
57.	Crime Story	NBC	11.6/18
58.	Kay O'Brien	CBS	11.5/20
59.	The Wizard	CBS	10.9/17
60.	Republican Political	ABC	10.6/19
61.	MacGyver	ABC	10.3/15
62.	Spenser: For Hire	ABC	10.1/19
63.	Colbys	ABC	10.0/15
64.	Together We Stand	CBS	9.2/15
65.	Starman	ABC	9.1/16
66.	1986	NBC	8.9/16
67.	NFL Monday Night Football	ABC	8.8/14
68.	Sledge Hammer	ABC	8.7/14
69.	Better Days	CBS	8.5/14
70.	Sidekicks	ABC	8.2/13
71.	Life With Lucy	ABC	8.0/14
72.	Ellen Burstyn Show	ABC	6.3/11
73.	Our World	ABC	6.0/9
74.	Heart of the City	ABC	5.3/9

*Indicates premiere episode

Network radio sales still going strong

Although there are a few clouds on the horizon, revenue in that category is holding up

Has the harsh reality of the sluggish advertising marketplace for media finally caught up to network radio in the fourth quarter? The answer will vary depending on which network executive is speaking, but the general consensus is that although business for the medium will register a lower percentage increase this quarter—the Radio Network Association (RNA) projects about 10%—than in the previous three quarters (see chart, page 78), the year will still finish on a strong note with revenue gains of 15% to 16%. In terms of real dollars, that translates into some $380 million.

The RNA reports that for the first nine months of 1986, network radio revenues reached $283,305,206, up 18% over the same period a year ago. Third quarter alone netted network radio $106,530,601, a leap of 24% over third quarter 1985. (The RNA relies on financial data collected each month from nine network companies by the accounting firm of Ernst & Whinney.)

There is little doubt that network radio has been attracting the buying eye of advertisers and agencies alike, especially with the current onslaught of specialized long-form programing. But for one industry executive, Stephen Soule, vice president of sales for the NBC Radio Networks, which includes the young-adult Source network, the Talknet programing service, NBC Radio Entertainment's program syndication unit as well as the traditional radio network, sales revenue for September was the telling sign for a bearish fourth-quarter outlook. Network radio advertising expenditures in September rose by only 6%—the first single-digit monthly percentage increase in a year—over September 1985 to $32,672,481. The NBC executive is forecasting a conservative 6% to 7% industrywide revenue rise in the fourth quarter.

Although Soule said it's difficult to pinpoint any one reason for the apparent slowdown in September, "One factor," he said, "may be agency 'megamergers' and client defections [from one agency to another], which cause a certain amount of disruption in normal buying procedures."

Soule noted that the demand among advertisers for youth inventory remains "very high." According to Soule, sales for adult-oriented networks in 1986 should increase by 8% overall, while ad expenditures on youth-oriented services should climb by 20% to 22%. And, said Soule, sales for long-form entertainment programing on the youth networks should jump by 30% this year. The youth networks, he said, are undergoing strong sales growth this year due to higher pricing, while long-form entertainment programing is growing as new shows are introduced, adding more inventory to the existing fold. "There will be more of an emphasis on weekly programing as opposed to monthly specials in 1987 for NBC Radio Entertainment," Soule said. (NBC Radio Entertainment primarily distributes long-form entertainment programing to Source affiliates and other young-adult formatted stations.)

Also seeing some reduction in network business activity is Steve Youlios, vice president, sales, for the CBS Radio Networks, which includes the youth-oriented RadioRadio network and the newly formed CBS Radio Programs unit. "Business is definitely slacking off in the fourth quarter, but it's by no means soft," said Youlios, who sees the quarter finishing 7% to 10% ahead of fourth quarter 1985. "Unfortunately, we sometimes think in terms of the last order or business in the last few weeks and interpret that as a forecast of things to come," said Youlios. "But 1987 will be another solid year for network radio; perhaps not another 14% to 16% growth year like 1986, but certainly finishing around 8% to 12% ahead," he said.

The "real growth" in network radio this year, said Youlios, was due to new advertisers rather than bigger ad budgets. "A lot of new accounts took advantage of younger demographic buys such as 18-49, 25-49 and 25-34. "But those buys did not come at the expense of the traditional adult networks," he said. "The adult networks are operating with a much higher revenue base," said Youlios, "leading to a higher percentage of growth for the youth networks."

For Norm Pattiz, chairman of publicly held Westwood One Inc., which is composed of the Westwood One Radio Networks and the Mutual Broadcasting System, the fourth quarter will be the "most profitable" for both network companies. In fourth quarter 1985, the Westwood One Radio Networks posted $5 million in revenue. For the fourth quarter of this year, that figure should reach about $6.5 million. Mutual, on the other hand, is expected to register about $8.5 million in revenue this quarter compared to a loss for fourth quarter 1985. (Westwood One took over ownership of Mutual from Amway Corp. last December.) Pattiz attributes Mutual's good fortune to, among other things, "establishing a much better perception on Madison Avenue."

What has been heightening the visibility of the Westwood One Radio Networks at both the advertising and local station level is the concept of tour sponsorships of major rock artists. In 1986 alone, the network, which primarily produces a number of specialized daily and weekly programs for a variety of formatted stations, especially youth-oriented ones, was involved with four such sponsorships. There were two sole sponsorships and two in conjunction with major advertisers: Sun Country Coolers for the Stevie Nicks tour and Budweiser for the current Triumph tour. Pattiz hopes to be involved in four to six tour sponsorships in 1987, beginning in the second quarter with a co-sponsorship deal with Sun Country for a Heart tour.

Said Pattiz: "What we do [in these sponsorships] is bring media to the package through promotional spots on Westwood programs, creating specials for stations in particular markets that the tour will soon visit and coordinate local radio station promotions."

According to Nick Verbitsky, president of The United Stations Radio Networks, the fact that some companies may be experiencing a somewhat softer quarter than others can be linked to their planning and budgeting for the year, which includes a network's approach to the upfront marketplace. "At United, we put a cap on how much inventory we want to give up when negotiating upfront business because we believe we can outperform the marketplace during the year," he said. As for 1986, Verbitsky said the company will "hit its projections."

The bottom line on network business, said Pattiz, is not so much that youth networks are collecting more dollars than adult ser-

Soule

Youlios

Pattiz

Verbitsky

vices as it is that "certain players are just beating other players" in the same advertising arena.

At the recently-concluded Radio Advertising Board board meeting in Laguna Niguel, Calif. ("Riding Gain," Oct. 27), Bob Coen, of McCann-Erickson, gave board members a report on the advertising marketplace for all media and projected a 7.5% growth rate for national advertising in 1987.

As for the upfront season, which begins in earnest this week and runs through January, the total dollar pool that will be spent on network radio is expected to fall between $140 million and $160 million, which would be a marginal increase over last year. Several companies have already completed their upfront buys, including Campbell Soup Co., Procter & Gamble for Folgers coffee, and Nissan, which network sales executives note is a first time user of the medium. (Nissan has purchased flights for the second and third quarters.)

"My biggest concern," said Lou Severine, vice president and director of sales for the ABC Radio Networks, "are the small increases [in both prices and budgets] by advertisers and agencies during the television upfront season and the impact that might have on upfront for the [radio] industry." Severine, who oversees sales for ABC's six networks—three youth and three adult—and the Talkradio programing service, said that upfront buys for the ABC (30 to 40 accounts) is expected to represent as much as 52% of the networks' total business for next year. "We are currently running about 11% ahead in the fourth quarter," he said. (ABC Radio Networks are believed to account for 38% to 40% of the total $380 million network radio ad pie.) □

Network Radio Revenue Analysis
Nine Network Report

Month	Monthly Revenue 1985	1986	% change
January	17,707,925	21,381,351	21%
February	20,126,280	22,986,582	14%
March	26,423,091	29,372,355	11%
First Quarter	64,257,296	73,740,288	15%
April	25,677,811	32,480,130	26%
May	31,554,580	35,296,364	12%
June	31,938,878	35,257,823	10%
Second Quarter	89,171,269	103,034,317	16%
July	28,075,664	36,950,434	32%
August	27,024,199	36,907,686	37%
September	30,723,921	32,672,481	6%
Third Quarter	85,823,784	106,530,601	24%

Law & Regulation

Campaign contributions: tally from the Fifth Estate

Broadcasting, cable and motion picture PAC's contributed more than $200,000 to candidates

The Fifth Estate donated more than $200,000 to congressional candidates prior to last Tuesday's midterm election. According to third-quarter and pre-election reports (from July 1 to Oct. 15) filed with the Federal Election Commission, the political action committees (PAC's) supported by the broadcasting, cable and motion picture industries continued to give their financial backing to members of the House and Senate Commerce and Judiciary Committees, which have jurisdiction over telecommunications policy and copyright matters, respectively.

Leading the way in individual contributions was the National Cable Television Association's CablePAC, which distributed $64,050. But the Hollywood production community as a whole outspent cable with $70,319 in contributions. Hollywood's total is based on funds from several industry PAC's. (Most of the major studios have their own PAC's and individuals in the production community frequently contribute to campaigns.) Among some of the contributions reported: MCA PAC, $28, 476; Lorimar PAC, $18,000; Columbia Pictures PAC, $14,500; the Motion Picture Association of America's PAC, $6,093, and 20th Century Fox Film Corp., $3,250.

The broadcasting industry, through the National Association of Broadcasters' TARPAC (Television and Radio PAC) reported $49,040 in disbursements to candidates. That figure includes $19,150, which was distributed from Oct. 1 through Oct. 15 during the pre-election filing period. In addition to contributions from TARPAC, the Association of Independent Television Stations PAC distributed $12,015.

Several incumbent Senate Judiciary Committee members were the recipients of NAB's last-minute money: Charles Grassley (R-Iowa), $250 (Grassley won); Jeremiah Denton (R-Ala.), $1,000 (who lost); Patrick Leahy (D-Vt.), who is ranking minority member on the Copyright Subcommittee, $500 (a winner), and Arlen Specter, $500 (winner).

Three Senate candidates also received TARPAC contributions: $1,000 to Democratic Representative Barbara Mikulski, who won the Senate seat in Maryland; $1,000 to Jim Santini, the Republican candidate who lost in Nevada, and $500 to Democratic Representative Tom Daschle, who was elected in South Dakota. Still other Senate incumbents were on TARPAC's list including Mack Mattingly (R-Ga.), $500, and Mark Andrews (R-N.D.), $500; both were defeated. Commerce Committee member Senator Robert Kasten (R-Wis.) received $500 from NAB. He was re-elected.

In the House, NAB contributions went to House Telecommunications Subcommittee members, all of whom were re-elected: Jim Slattery (D-Kan.), $250; Don Ritter (R-Pa.), $500; Al Swift (D-Wash.), $250; Mickey Leland (D-Tex.), $500; Billy Tauzin (D-La.), $500; Tom Tauke (R-Iowa), $750; Howard Nielson (R-Utah), $500; Dan Coats (R-Ind.), $750, and Michael Oxley (R-Ohio), $500. House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who'll be returning, received $500. Some House Judiciary Committee members also had financial support from broadcasters: Clay Shaw (R-Fla.), $200; F. James Sensenbrenner Jr. (R-Wis.), $500; George Gekas (R-Pa.), $500, and Hank Brown, (R-Colo.), $500. They also remain in office.

CablePAC reported $27,050 in disbursements during the pre-election filing period. Some of its contributions went to Senate incumbents including Andrews, $2,000; James Broyhill (R-N.C.), $1,000 (Broyhill lost); Mattingly, $2,000, and Don Nickles (R-Okla.), $1,000 (Nickles was re-elected). Santini received $2,000.

In the House, cable contributions included: David Bonior (D-Mich.), $1,000; Butler Derrick (D-S.C.), $1,000; Richard Gephardt (D-Mo.), $1,000; Tony Hall (D-Ohio), $500; Trent Lott (R-Miss.), $1,000; House Minority Leader Robert Michel (R-Ill.) and Alan Wheat (D-Mo.). (They were all re-elected.)

Pre-election filing reports also showed Democratic Representative John Breaux's Louisiana Senate campaign received $1,000 from MPAA and $1,000 from MCA. MPAA also contributed $1,000 to Santini.

Contributions from the Fifth Estate figured predominantly in the Colorado Senate race waged by House Telecommunications

Subcommittee Chairman Tim Wirth. Wirth won the seat with a narrow lead over Republican Congressman Ken Kramer. A significant amount of his campaign war chest was raised by the motion picture community. The cable industry has also been a frequent contributor to the Colorado Democrat. (Wirth represented Denver, the home of several large cable MSO's.) In September, at least $19,000 was collected during a Wirth fundraiser hosted by James P. Mooney, president of the National Cable Television Association. NAP's TARPAC, on the other hand, has been less supportive of Wirth and in fact gave Kramer $5,000 in August.

According to FEC filings, Wirth reported total receipts for the calendar year, to date, of $2.9 million. He received contributions from several Hollywood-based PAC's. The Southern California Victory Fund gave him over $6,000 in August. The Hollywood Women's Political Committee contributed $5,000 in October. And Wirth accepted $50,000 from Voices for Change.

Among the individuals contributing to Wirth's campaign: actor Richard Pryor, $398; composer Henry Mancini, $432; actress and director Penny Marshall, $199; Vidal Sassoon, $398; musician Bruce Springsteen, $398; actress Goldie Hawn, $398; director Syndey Pollack, $398; actor Henry Winkler, $398; actress Veronica Hamel, $398; writer Sidney Sheldon, $398; composer Quincy Jones, $398; actress Whoopi Goldberg, $398; Lorimar's Merv Adelson, $398; songwriter, Neil Diamond, $398; Walt Disney's Michael Eisner, $239; actor Chevy Chase, $398; actor Emmanuel Lewis, $398; actor Walter Matthau, $796; producer Steven Spielberg, $398; Fox's Barry Diller, $398; Paramount's Mel Harris, $250; Viacom's Ralph Baruch, $250; Stanley S. Hubbard, Hubbard Broadcasting, $500, and Donald Pels, LIN Broadcasting, $300.

BROADCASTING has compiled a list of some of the Fifth Esate PAC's with totals for each candidate for the third quarter (from July 1 through Sept. 30), beginning on this page. The disbursement figure represents contributions to candidates and other PAC's and does not include other expenses. Incumbent Senate members up for re-election are in bold. An asterisk denotes those members who were re-elected. (Two asterisks indicated races that were too close to call.) Major committee assignments are identified by CC-House or Senate Commerce Committees; TS—House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC—House or Senate Judiciary Committees; CS—House or Senate Copyright Subcommittees; AC—House or Senate Appropriations Committees; BC—House or Senate Budget Committees, and WMC—House Ways and Means Committee.

Washington Watch

EEO reporting proposal. FCC has launched further notice of proposed rulemaking to accept comment on alternative EEO program report proposed by Office of Management and Budget. Late last year, FCC had proposed changes aimed at making it clear that FCC's primary concern was EEO efforts, not numbers, and to make forms less burdensome for broadcasters (BROADCASTING, Nov. 18). FCC's own proposal would require licensees to provide descriptions of what certain minority employes actually did at station. It might also have required licensees to provide data on hires and promotions that showed how minorities and women fared against other station employes. OMB's proposal, which appears to be modeled on 10-point form currently being used, would not require that statistical information.

□

Petitions to deny. Alleging that stations had not had more than "token employment of minorities" over license term, National Black Media Coalition has petitioned FCC to deny renewal applications of Central Carolina Television for WKFT(TV) Fayetteville, N.C.; Park Communications Inc. for WNCT-TV Greenville, N.C.; Wilmington Telecasters Inc. for WJKA(TV) Wilmington, N.C.; Clay Broadcasting Corp. for WWAY(TV) Wilmington, N.C.; Carolina Christian Broadcasting Inc. for WGGS-TV Greenville, S.C.; WGSE(TV) Myrtle Beach, S.C., and WCCT-TV Columbia, S.C. NBMC also has informally objected to renewals "without conditions" of other Carolina stations. NBMC said these stations deserved renewal, "but must be closely scrutinized to insure future compliance with the commission's EEO rule." Stations NBMC has in mind: WHNS(TV) Asheville, N.C.; noncommercial WUNC-TV Chapel Hill, N.C.; WHKY-TV Hickory, N.C.; WCTI(TV) New Bern, N.C.; WITN-TV Washington, N.C.; WNRW(TV) Winston-Salem, N.C.; WCSC-TV Charleston, S.C.; WIS-TV Columbia, S.C.; WPDE-TV Florence, S.C., and WSPA-TV Spartanburg, S.C.

□

Blanco TV. In initial decision, FCC Administrative Law Judge Walter C. Miller has granted application of Opal Chadwell for new TV on ch. 52 in Blanco, Tex., denying competing applications of Dorothy O. Schulze/Deborah Brigham and Blanco Communications Ltd. Judge found that Schulze/Brigham and Blanco Communications were not basically qualified to be licensees. Judge also alleged that Schulze and her attorney, Donald E. Martin, had "suborned perjury" in proceeding. (Martin denied that he had suborned perjury and said he would appeal to FCC Review Board.) Grant of Chadwell's application was conditioned on her and her husband, Earl Chadwell, divesting their interests in Blanco Cablevision Corp., which provides cable service to Blanco.

□

Question of timing. FCC has affirmed decision to restrict eligibility for AM daytimers' preference in FM proceedings to those daytimers that have provided minimum of three years of continuous service before they file FM application. FCC also ruled that daytimers on foreign clear channels that have received authority to operate at night at 250 watts or more but decline to do so won't be eligible for daytimer's preference for FM's.

□

Recognition. National Association of Broadcasters is honoring Senator Barry Goldwater (R-Ariz.) for his contributions to broadcasting industry during his tenure as chairman of Senate Communications Subcommittee. Goldwater, who retires from Senate this year, will receive award Nov. 14 from NAB at its monthly meeting of broadcasting industry representatives.

Columbia Pictures

Cash on hand at start of quarter: $8,763. Total receipts: $9,299. Disbursements: $14,500. Cash on hand at close of quarter: $3,563.

House

*Tom Daschle (D-S.D., Senate candidate)	$500
*Dennis E. Eckart (D-Ohio) CC	$500
*Vic Fazio (D-Calif.) AC, BC	$1,000
*Thomas Foley (D-Wash.)	$1,000
*Dan Glickman (D-Kan.) JC	$500
*Matthew Rinaldo (R-N.J.) TS	$500
*Peter Rodino (D-N.J.) JC Chairman	$2,000
*Gerry Sikorski (D-Minn.) CC	$500
*Al Swift (D-Wash.) TS	$500
*Tom Tauke (R-Iowa) TS	$500

Senate

***Alan Cranston** (D-Calif.)	$2,500
***Charles Grassley** (R-Iowa) BC, JC	$1,000

Other

Democratic Congressional Campaign Committee	$2,500
MPAA PAC	$1,000

INTV

Cash on hand at start of quarter: $40,683. Total receipts: $—. Disbursements: $12,015. Cash on hand at close of quarter: $28,668.

House

*Tom Bliley (R-Va.) TS	$250
**Howard Coble (R-N.C.) CS	$600
*Wayne Dowdy (D-Miss) TS	$300
*Bernard Dwyer (D-N.J.) AC	$250
Webb Franklin (R-Miss.)	$500
*Nancy L. Johnson (R-Conn.)	$250
*Bill Richardson (D-N.M.) CC	$250
*Don Ritter (R-Pa.) TS	$250

*Christopher Bond (Republican candidate for Missouri Senate seat left vacant by Senator Thomas F. Eagleton [D-Mo.]) $3,000
James Broyhill (R-N.C.) JC $1,000
***Robert Kasten** (R-Wis.) AC, BC, CC $3,000
***Arlen Specter** (R-Pa.) AC, CS $1,000

Lorimar-Telepictures

Cash on hand at start of quarter: $19,668. Total receipts: $7,275. Disbursements: $18,000. Cash on hand at close of quarter: $8,943.

House

*Howard Berman (D-Calif.) CS $2,000

Senate

***Alan Cranston** (D-Calif.) $500
***John Glenn** (D-Ohio) $1,000

Other

Democratic Congressional Campaign Committee $1,000
Voices for Change $2,500

MCA PAC

Cash on hand at start of quarter: $45,372. Total receipts: $27,135. Disbursements: $25,957. Cash on hand at close of quarter: $46,550.

House

*Bill Alexander (D-Ark.) AC $500
*John Breaux (D-La., Senate candidate) $1,000
*George Brown (D-Calif.) $1,000
*Silvio O. Conte (R-Mass.) $2,000
*Phillip M. Crane (R-Ill.) $100
*Ronald Delliums (D-Calif.) $300
*John Dingell (D-Mich.) CC Chairman $2,000
*Jack Fields (R-Tex.) TS $250
*William D. Ford (D-Mich.) $250
*Wyche Fowler (D-Ga., Senate candidate) $500
*Richard Gephardt (D-Mo.) WMC $500
*Dan Glickman (D-Kan.) JC $150
*William Gray (D-Pa.) AC, BC $250
George Hirsch (Democratic candidate, N.Y.) $500
*Frank J. Horton (R-N.Y.) $250
*Robert Kastenmeier (D-Wis.) CS $250
*Delbert Latta (R-Ohio) BC $500
*Richard Lehman (D-Calif.) $1,000
*Romano Mazzoli (D-Ky.) CS $250
*David Obey (D-Wis.) AC $250
*James Quillen (R-Tenn.) RC $250
*Dan Rostenkowski (D-Ill.) WMC Chairman $667.74
*Doug Walgren (D-Pa.) CC $500

Senate

***Alan Dixon** (D-Ill.) $300
***Robert Dole** (R-Kan., majority leader) $250
***John Glenn** (D-Ohio) $1,000
Slade Gorton (R-Wash.) BC, CmS $1,000
*Bob Graham (Democratic candidate opposing Senator Paula Hawkins [R-Fla.]) $4,000
***Daniel Inouye** (D-Hawaii) AC, CmS $250
***Patrick Leahy** (D-Vt.) AC, CS $250
Jim Santini (Republican candidate, Nev.) $1,000

Other

Democratic Congressional Campaign Committee $1,000
Democratic Senatorial Campaign Committee $5,000

Motion Picture Assoc. of America

Cash on hand at start of quarter: $2,746. Total receipts: $4,339. Disbursements: $4,093. Cash on hand at close of quarter: $2,992.

House

*John Breaux (D-La., Senate candidate) $396
*Tom Daschle (D-S.D., Senate candidate) $147.60
*Romano Mazzoli (D-Ky.) CS $250
*James Quillen (R-Tenn.) RC $300

Senate

James Broyhill (R-N.C.) JC $500
***John Glenn** (D-Ohio) $1,000

Other

Chairman's Council (Democratic Congressional Campaign Committee) $500
Democratic Congressional Campaign Committee $1,000

NAB (TARPAC)

Cash on hand at start of quarter: $48,129. Total receipts: $40,751. Disbursements: $29,646. Cash on hand at close of quarter: $37,025.

House

*Edward P. Boland (D-Mass.) $500
*John Bryant (D-Tex.) TS $250
*Bob Carr (D-Mich.) AC $500
**Howard Coble (R-N.C.) CS $1,075
*Tom Daschle (D-S.D., Senate candidate) $500
*Bernard Dwyer (D-N.J.) AC $250
*Dennis E. Eckart (D-Ohio) CC $200
*Edward Feighan (D-Ohio) JC $500
*Jack Fields (R-Tex.) TS $500
Webb Franklin (R-Miss.) $250
*Bill Frenzel (R-Minn.) WMC $100
*Richard Gephardt (D-Mo.) WMC $500
*Claude Harris (Democratic candidate, Ala.) $250
*Jack Kemp (R-N.Y.) AC $500
Ken Kramer (R-Colo., Senate candidate) $5,000
*Dan Lungren (R-Calif.) JC $300
*Romano Mazzoli (D-Ky.) CS $750
*Raymond McGrath (R-N.Y.) WMC $500
*Alex McMillan (R-N.C.) $250
*Robert Michel (R-Ill.), minority leader $125
*Joe Moakley (D-Mass.) $500
*Bruce Morrison (D-Conn.) CS $500
*Howard Nielson (R-Utah) TS $600
*David Obey (D-Wis.) AC $100
*Stan Parris (R-Va.) $500
*Tim Penny (D-Minn.) $250
*Carl C. Perkins (D-Ky.) $200
*Bill Richardson (D-N.M.) CC $250
*Don Ritter (R-Pa.) TS $500
*Bob Ryan (Republican candidate, Nev.) $250
*Patricia Schroeder (D-Colo.) CS $250
*Bill Schuette (R-Mich.) $200
*D. French Slaughter (R-Va.) $200
*Bob Smith (R-Ore.) $200
*Lamar Smith (Republican candidate, Tex.) $500
*Harley O. Staggers Jr. (D-W.Va.) JC $250
*Al Swift (D-Wash.) TS $500
*Pat Swindall (R-Ga.) CS $250
*Tom Tauke (R-Iowa) TS $1,075
*Billy Tauzin (D-La.) TS $150
*Vin Weber (R-Minn.) $700
*Jamie Whitten (D-Miss.) AC $1,000
*Jim Wright (D-Tex., House majority leader) BC $1,000

Senate

James Broyhill (R-N.C.) JC $1,000
***Alan Dixon** (D-Ill.) $100
***Wendell Ford** (D-Ky.) CmS $1,000
Slade Gorton, (R-Wash.) BC, CmS $500
*John McCain (Republican candidate, Ariz.) $1,000
***Frank Murkowski** (R-Alaska) $500

Other

Democratic Congressional Campaign Committee $5,000
Fund for a Republican Majority (House) $5,000
New Republican Victory Fund $1,000
Valley Education Fund (Rep. Tony Coelho [D-Calif.]) $1,000

NCTA

Cash on hand at start of quarter: $18,295. Total receipts: $35,205. Disbursements: $37,000. Cash on hand at close of quarter: $16,502.

House

*Bill Alexander (D-Ark.) AC $1,000
*Robert Badham (R-Calif.) $250
*Jim Bates (D-Calif.) TS $1,000
*George Brown (D-Calif.) $500
*Sala Burton (D-Calif.) $100
*Lawrence Coughlin (R-Pa.) AC $250
*Don Edwards (D-Calif.) JC $250
*Edward Feighan (D-Ohio) JC $500
*Richard Gephardt (D-Mo.) WMC $500
*Joel Hefley (R-candidate, Colo.) $250
*Marcy Kaptur (D-Ohio) $500
*Peter Kostmayer (D-Pa.) $500
*Delbert Latta (R-Ohio) BC $500
**Tom McMillen (D-candidate in Md.) $2,000
John Milliken (D-candidate in Va.) $400
*Joe Moakley (D-Mass.) $1,000
*David Obey (D-Wis.) AC $500
*Ron Packard (R-Calif.) $250
*Leon Panetta (D-Calif.) $250
*Carl C. Perkins (D-Ky.) $250
*Charlie Rose (D-N.C.) $2,000
*Harley O. Staggers Jr. (D-W.Va.) JC $250
Mike Strang (R-Colo.) $300
*Al Swift (D-Wash.) TS $250
*Alan Wheat (D-Mo.) $250
*Tim Wirth (D-Colo., running for Senate seat) TS $1,000

Senate

James Broyhill (R-N.C.) JC $1,000
***Robert Dole** (R-Kan., majority leader) $5,000
***Wendell Ford** (D-Ky.) CmS $2,000
***Ernest Hollings** (D-S.C.) AC, CmS $3,000
***Daniel Inouye** (D-Hawaii) AC, CmS $4,000
***Robert Kasten** (R-Wis.) AC, BC, CC $4,000
Mack Mattingly (R-Ga.) AC $1,000

Other

Democratic Senatorial Campaign Committee $3,000

20th Century Fox Film Corp.

Cash on hand at start of quarter: $16,754. Total receipts: $7,672. Disbursements: $3,250. Cash on hand at close of quarter: $21,176.

House

*Bill Frenzel (R-Minn.) WMC $500
*Patricia Schroeder (D-Colo.) CS $250
*Tom Tauke (R-Iowa) TS $500

Senate

***John Glenn** (D-Ohio) $500
Jim Santini (Republican candidate, Nev.) $1,000

Other

Chairman's Council (Democratic Congressional Campaign Committee) $500

Call Letters

Applications

Call	Sought by
	New AM
WNNZ	Celia Communications Inc., Westfield, Mass.
	New FM's
KUZN	Valley Broadcasting Co., Palmer, Alaska
WESI	Leverrier Broadcasting Co., Strasburg, Va.
WRAU	Franklin Broadcasting Co., Ravenswood, W. Va.
	New TV
KUAK	Marina D. Leathers, International Falls, Minn.
	Existing AM
WWSJ	WLNZ Ditmer Broadcasting Co., St. Johns, Mich.
	Existing FM's
WMMY-FM	WYRL City Broadcasting Co., Melbourne, Fla.
WCVQ	WABD-FM Southern Broadcasting Corp., Fort Campbell, Ky.
WSTE	WSTT Palm Beach Group Broadcasting Co., Charlotte-Amalie, V.I.
WYFT	WQAA Bible Broadcasting Co., Luray, Va.

Grants

Call	Assigned to
	New AM
KKMT	Big M Broadcast Associates, Ennis, Mont.
	New FM
KGTW	Media Ltd., Ketchikan, Alaska
	Existing AM's
WSTH	WRFS Solar Broadcasting Co., Alexander City, Ala.
WWHR	WBSS Sunrise Broadcasting Corp., Pompano Beach, Fla.
WGUY	WMLI Stone Communications Inc., Brewer, Me.
KKOB	KOB Southwest Radio Corp., Albuquerque, N.M.
WLOJ	WRNB Word Communications Inc., New Bern, N.C.
WNVU	WXVX Barua Communications, Greensburg, Pa.
	Existing FM's
WSTH-FM	WSTH Solar Broadcasting Co., Alexander City, Ala.
*KHDC	KUBO California Human Development Corp., Chualer, Calif.
KCLQ	KLTK KLTK Inc., Hanford, Calif.
KBOX	KXCC-FM Golden Coast Broadcasting Inc., Lompoc, Calif.
WFMM	WWTM DCS Radio Associates Ltd., Harbor Beach, Mich.
KKOB-FM	KOB-FM Southwest Radio Corp., Albuquerque, N.M.
KYQT	KNPT-FM Dennis P. McManus, Receiver, Newport, Ore.
KWZD	KRRS B & D Communications Inc., Hamlin, Tex.
	Existing TV
KGBS	KAHT American Television of Utah Inc., Salt Lake City

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Summary of broadcasting as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.